

shareplc:

BUSINESS PRESENTATION



RICHARD STONE





Chief Executive



MIKE BIRKETT

Finance Director

AGENDA

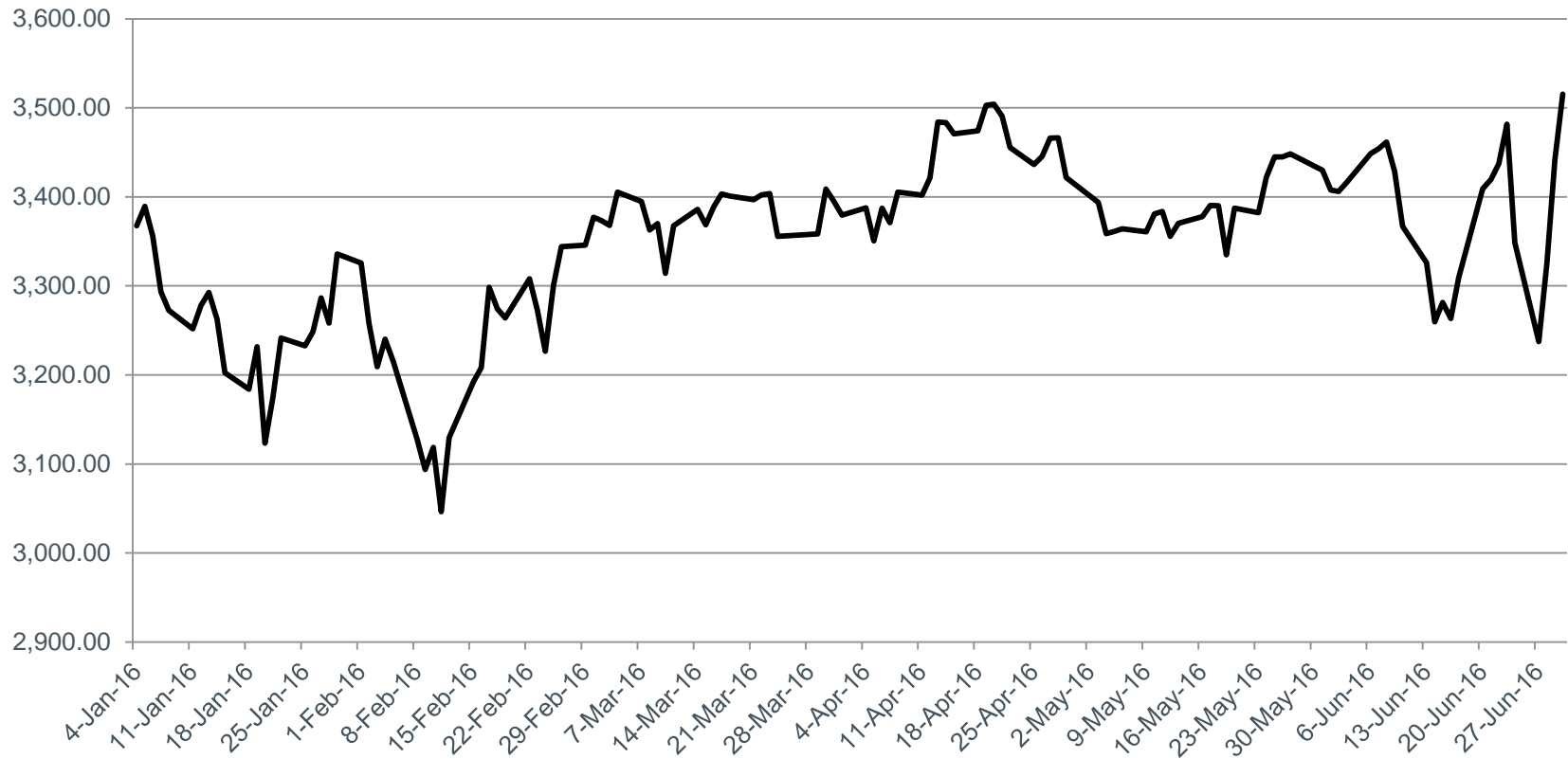
-  Market backdrop
-  Delivering our strategy
-  H1 2016 performance
-  Future growth drivers

MARKET BACKDROP

- Volatility
 - Market more volatile but still within a narrow range
- Referendum impact
 - Heightened uncertainty impacted investment decisions
 - Post referendum boost to dealing volumes / activity

MARKET BACKDROP - VOLATILITY

FTSE All Share



MARKET BACKDROP - VOLATILITY

FTSE All Share

	H1 2015	H2 2015	H1 2016
Number of days market moved > 2%	4	13	16
Number of days market moved > 3%	0	3	5
Average daily movement (%)	0.6%	0.9%	1.0%
Range	3,434 – 3,834	3,245 – 3,700	3,046 – 3,515
Points spread	400	455	469

MARKET BACKDROP – REFERENDUM IMPACT

35% of personal investors told us they changed or delayed investment decisions ahead of the poll

dealing volumes for our peer group in May 2016 compared to May 2015 were down by **18%**

42% Increase in client money balances at 30 June 2016 compared to a year earlier

MARKET BACKDROP – REFERENDUM IMPACT

7x

increase in web traffic on
24 June compared to usual
volume

dealing commission in
w/c 27 June compared to
w/c 13 June increased by

90%

2x

buys to sells as investors
seek opportunities and look
forward positively under
new government

DELIVERING OUR STRATEGY



**putting
customers first**



**focus on core
business**



**partnerships
& acquisitions**

investing

transforming

delivering

DELIVERING OUR STRATEGY – H1 2016



putting customers first

Website development & Mobile App

Customer journey improvements

Awards H1 2016

Best Online Stockbroker – ADVFN

Best Stockbroker – Online Personal Wealth Awards

Best Customer Service – Online Personal Wealth Awards

Best for Fund/Stock Pickers – The Lang Cat Direct Platform Awards

and currently shortlisted in the UK Customer Experience Awards for both
'Insight and Feedback' & 'Experience and Design Innovation'

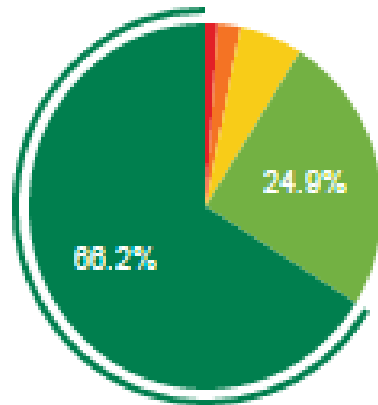
DELIVERING OUR STRATEGY – H1 2016



putting customers first

Trustpilot score

Great **8.8** from 0 - 10



- 1 star
- 2 stars
- 3 stars
- 4 stars
- 5 stars

"I have tried a few stock brokers in my time, including the main one starting with a H and I can truly say that The Share Centre are my favourite. Flat fees, great customer service and I really enjoy getting all the email tips and articles from their advice team and chief exec!"

"Great staff who are very helpful. Would highly recommend them to anyone looking to invest money."

"I recently come into some money and wasn't sure where to invest it. The share centre were excellent and explained all the options for their ISAs and I chose a ready-made one. Their staff are wonderful to speak to and assisted me fully with the account opening process."

DELIVERING OUR STRATEGY – H1 2016



focus on core business

Ceasing of ACD role progressing

Funds of Funds growth

Back office systems being transformed

37%

increase in Funds of Funds FUM
in the year to 30 June 2016

DELIVERING OUR STRATEGY – H1 2016



partnerships & acquisitions

Acquired Barclays Investment Club, Corporate & Charity Accounts

Acquired ISAs from EPML (special administration)

Two partnerships announced

DELIVERING OUR STRATEGY – H1 2016



partnerships & acquisitions

One of the two partnerships announced is with

 **Computershare**

One of the UK's largest Registrars
Over 900 corporate clients in the UK
Millions of names on register

H1 2016 PERFORMANCE



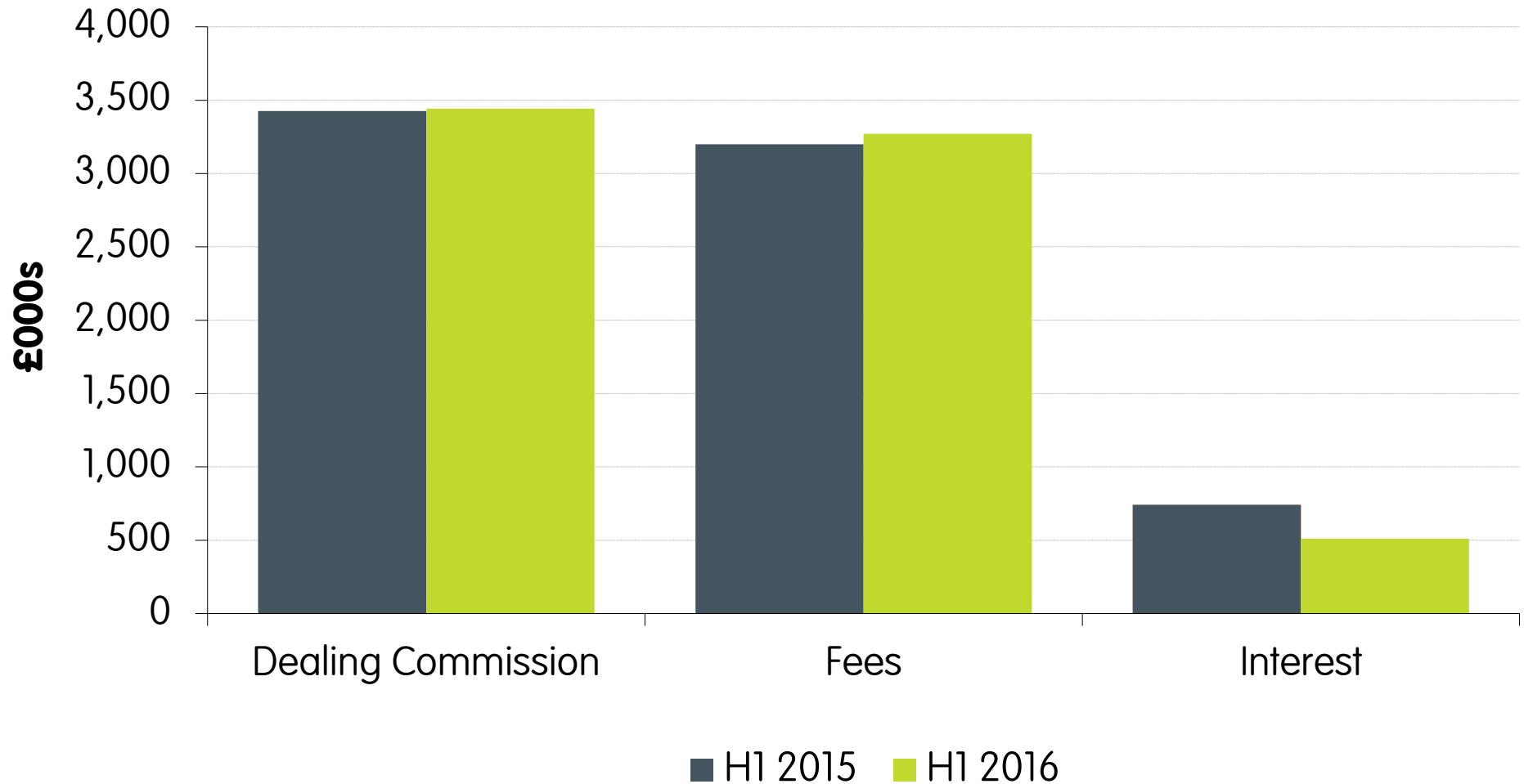
MIKE BIRKETT
Finance Director

OUR PERFORMANCE – H1 2016

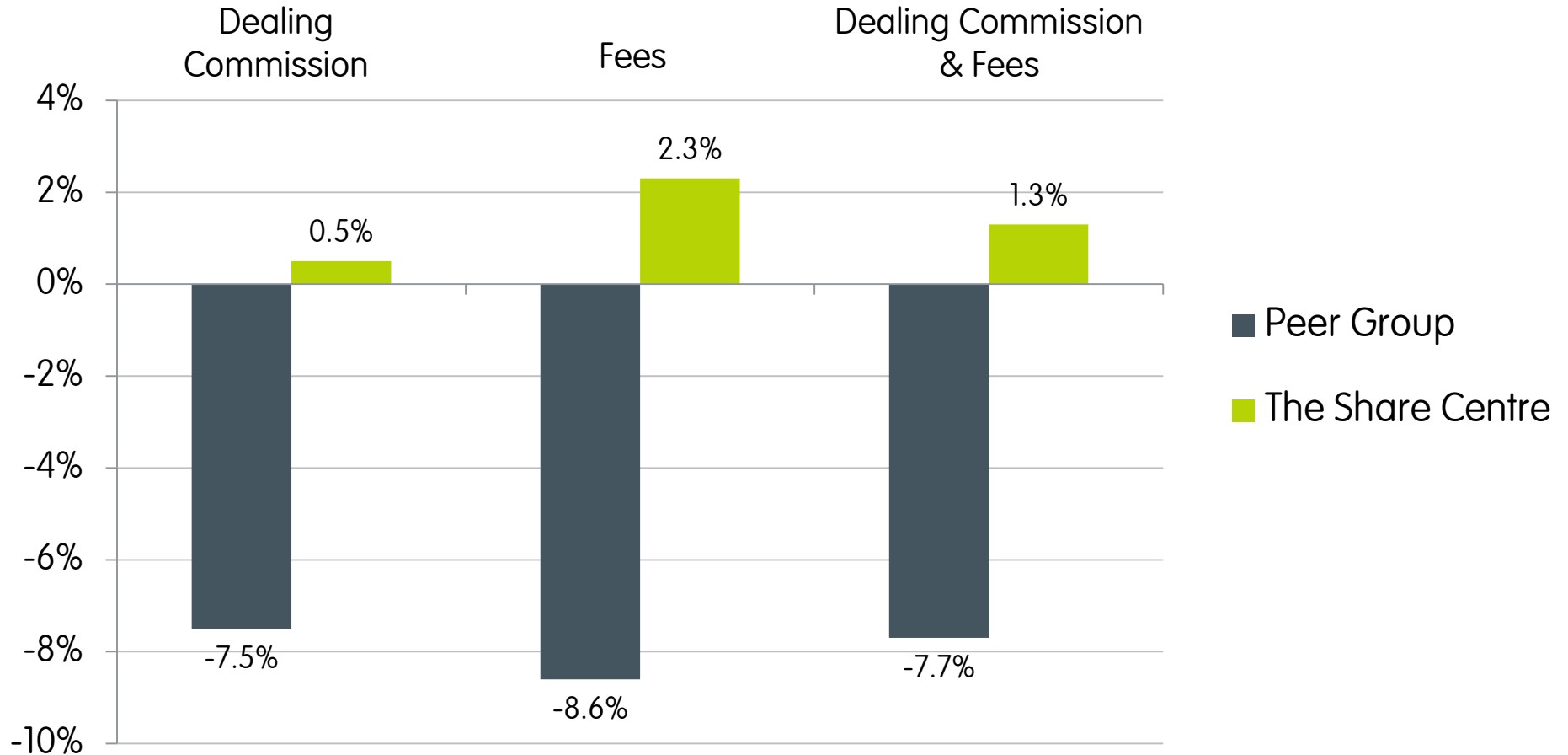
	H1 2016	H1 2015
Revenue market share*	7.69%	7.82%
Revenue	£7.2m	£7.4m
- Excluding interest	£6.7m	£6.6m
Profit before tax	£190k	£142k
Underlying earnings (profit before tax)	£110k	£608k
Strong balance sheet – shareholders' funds	£17.6m	£18.9m
- Cash £16.1m		
- Available-for-sale investments £7.1m		

* the peer group comprises: Alliance Trust Savings, Barclays Stockbrokers, Equiniti, Halifax Sharedealing (HBoS), HSBC Stockbrokers, Saga Personal Finance, Selftrade and TD Direct Investing

OUR PERFORMANCE – H1 2016 – REVENUES

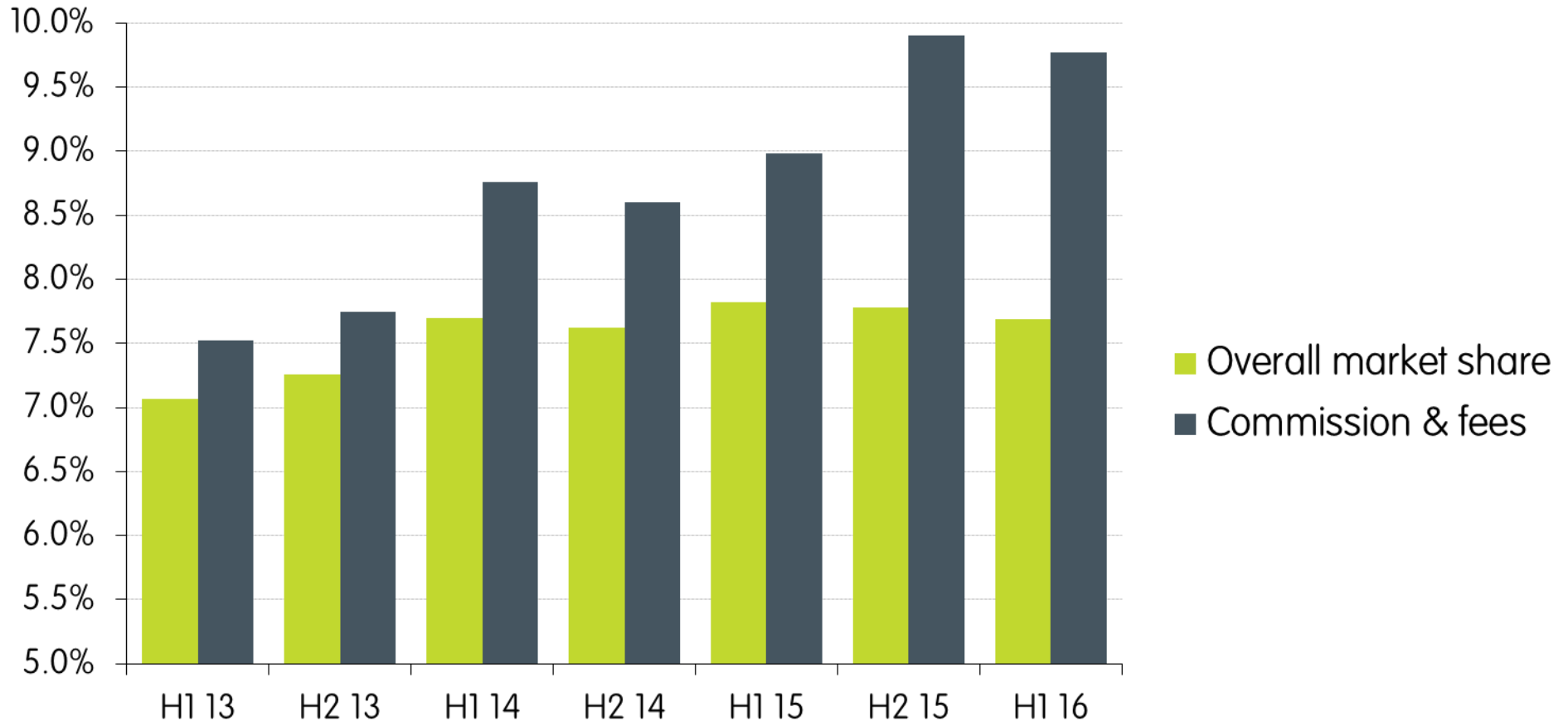


REVENUE PERFORMANCE RELATIVE TO PEER GROUP – H1 2016



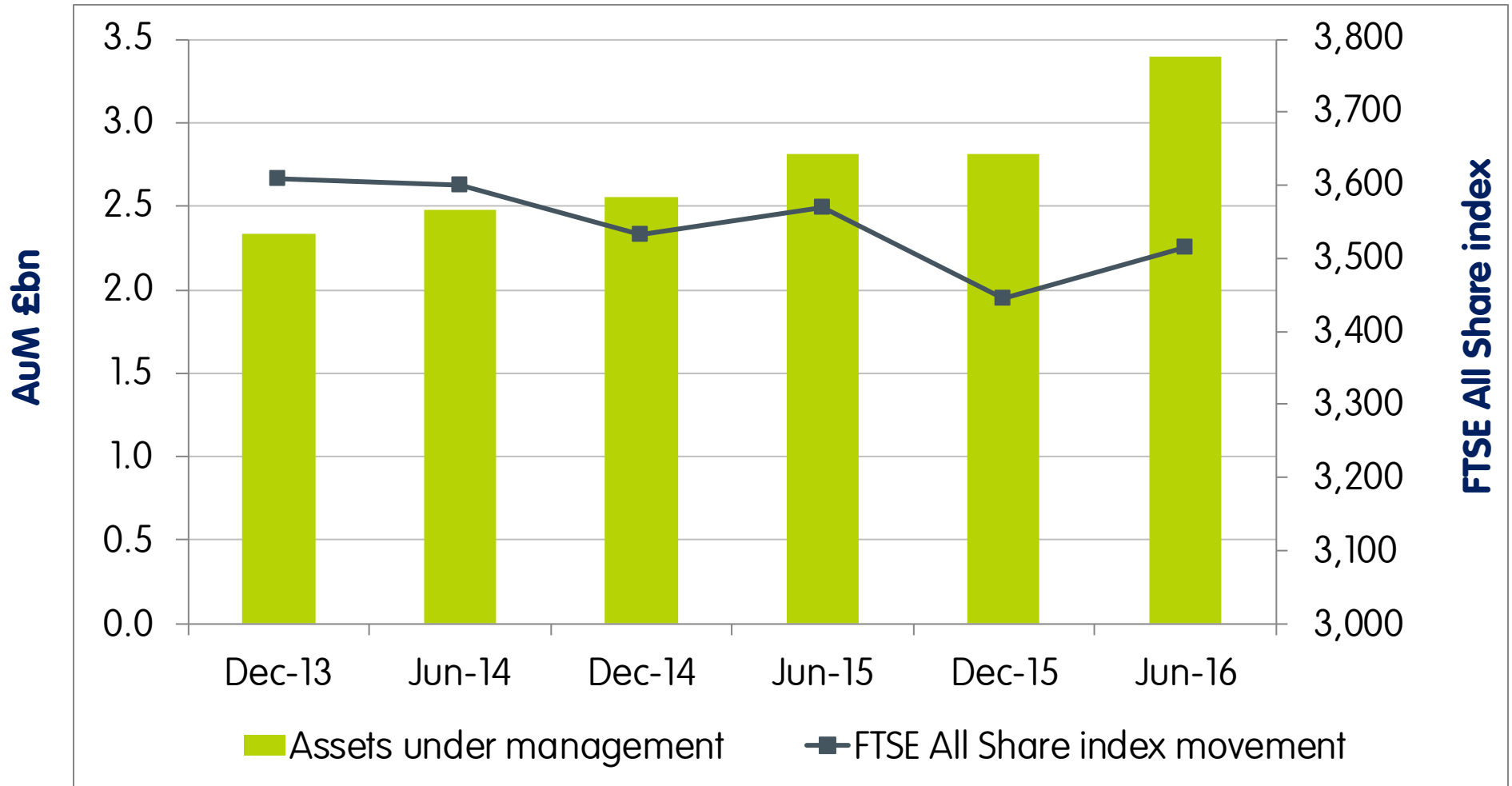
the peer group comprises: Alliance Trust Savings, Barclays Stockbrokers, Equiniti, Halifax Sharedealing (HBoS), HSBC Stockbrokers, Saga Personal Finance, Selftrade and TD Direct Investing

OUR PERFORMANCE – H1 2016 – MARKET SHARE



the peer group comprises: Alliance Trust Savings, Barclays Stockbrokers, Equiniti, Halifax Sharedealing (HBoS), HSBC Stockbrokers, Saga Personal Finance, Selftrade and TD Direct Investing

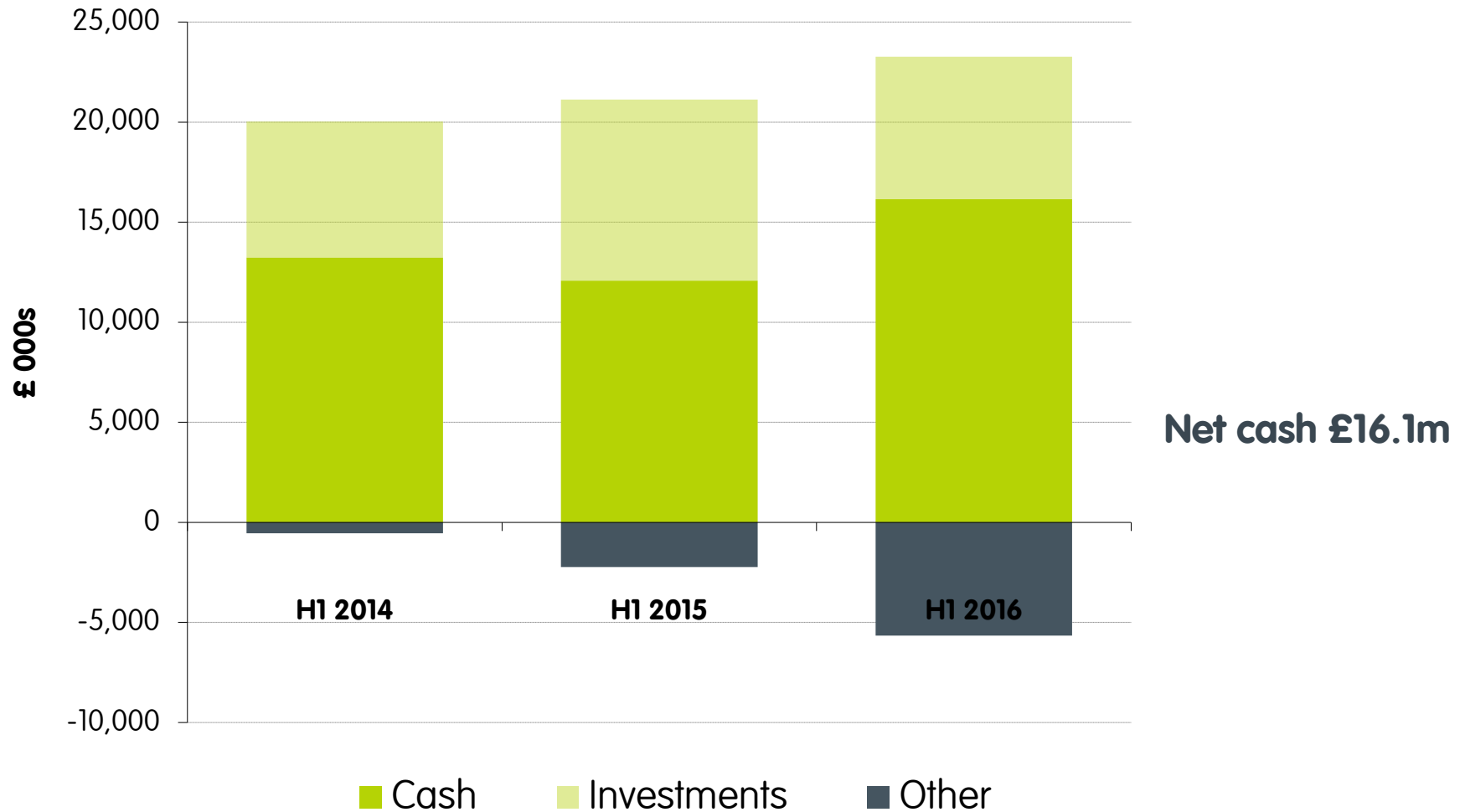
OUR PERFORMANCE – H1 2016 – ASSETS UNDER MANAGEMENT



OUR PERFORMANCE – H1 2016 – PROFITABILITY



OUR PERFORMANCE – H1 2016 – BALANCE SHEET STRENGTH



TRADING IN SHARE PLC SHARES




- Share plc shares traded on AIM
- Ownership: 68% Oldham family
- Employee share scheme requirements bought in secondary market
- Substantial benefit for customer shareholders with 500 or more Share plc shares: 30% discount on internet and mobile dealing commissions makes The Share Centre's effective frequent trader commission just £5.25 per transaction

FUTURE GROWTH DRIVERS



RICHARD STONE
Chief Executive

OVERVIEW

-  Challenging market
-  Macro factors support self-select investing
-  Position of strength

increasing customer needs and expectations

OVERVIEW



investing

IT
People



transforming

Customer proposition
Systems



delivering

Customer satisfaction
Partnerships

increasing customer needs and expectations

FUTURE GROWTH DRIVERS

Strategy is set – focus on delivery



**putting
customers first**



**focus on core
business**



**partnerships
& acquisitions**

scalable business model

SUMMARY & OUTLOOK

- Tough market backdrop
- Delivering against strategy
- Strong balance sheet
- Growth drivers supporting long term revenue growth
- Scalability of business can deliver margin expansion

investing

transforming

delivering

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THANK YOU



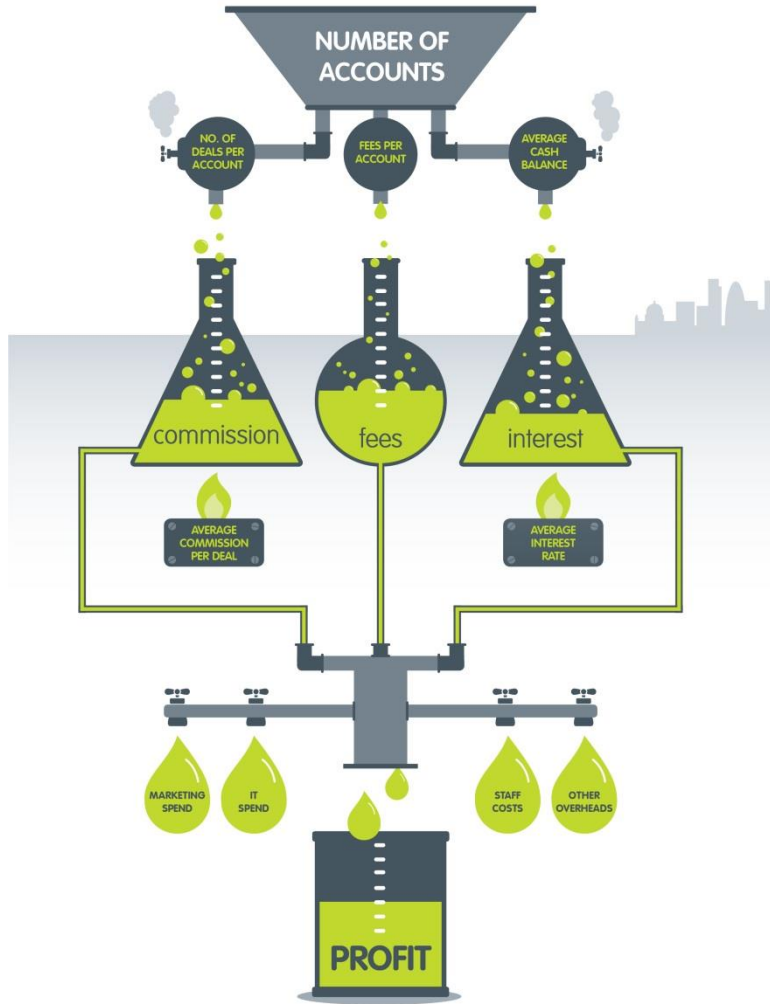
www.shareplc.com

THE BUSINESS: A ONE PAGE SUMMARY

- Parent company of The Share Centre Limited and Sharefunds Limited
- Principal business (95% of revenues) – retail execution-only stockbroking
- Largest independent publicly quoted retail execution-only stockbroker
- The Share Centre founded in 1990
- Circa 37,000 customer shareholders
- Circa 246,000 customer accounts
- £3.4bn of assets under administration
- Over 80% of accounts opened online
- Revenue model split between dealing commission, fees and interest income
- Gaining market share of revenues relative to peers*
- Strong balance sheet with over 3 times regulatory capital

* the peer group comprises: Alliance Trust Savings, Barclays Stockbrokers, Equiniti, Halifax Shared dealing (HBoS), HSBC Stockbrokers, Saga Personal Finance, Selftrade and TD Direct Investing

THE BUSINESS MODEL: FINANCIAL ASPECTS



- Three revenue streams
 - Fees
 - Dealing commission
 - Interest
- Three main costs
 - Staff
 - Marketing
 - IT
- Aligned stakeholder interests
 - Employees/Customers/Shareholders

scalable delivery

OUR STRATEGY

Purpose

To enable more people to enjoy straightforward investing



Brand

Simply easier reinforces who we are and how we behave



Values

Enterprise

Long-term stability

Clarity

Respect for others

Empowerment & responsibility



Strategy

We achieve superior growth through these core activities

Focus on our core business

Putting customers first

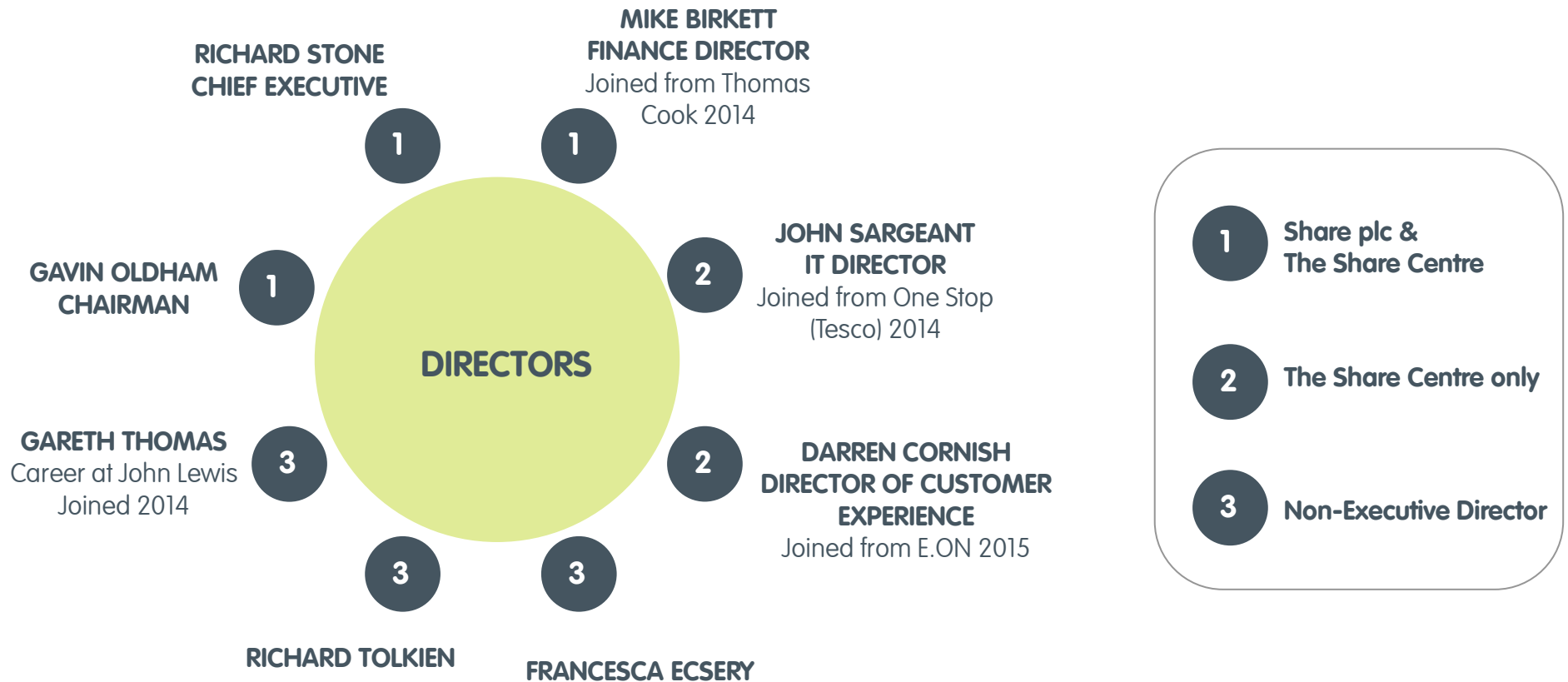
Establishing partnerships and making selective acquisitions

Vision

To be people's first choice for investment knowledge, advice and fair value



EXPERIENCED MANAGEMENT



EXPERIENCED MANAGEMENT

Gavin Oldham, 67

Executive Chairman

Founder of The Share Centre, having previously established Barclayshare (now Barclays Stockbrokers) for Barclays Bank, Gavin plays an active role in business affairs and is a regular contributor to radio and TV. He received the Editor's award for services to private investors from the FT/Investors Chronicle in 2013. In 2005 he founded The Share Foundation and in 2014 founded Share Radio Limited. He is managing director of both those organisations and also an elective lay member of the General Synod. As Chairman of the Group, Gavin is responsible for the overall effectiveness of the Board and its Committees.

Richard Stone, 42

Chief Executive

Richard's responsibilities include all aspects of oversight, including the Group's strategy for growth, and encompass control and management of the Group's business. A qualified Chartered Accountant, he joined Share plc in April 2006, from his previous role as a Director of Huntswood - an outsourcing business serving the financial services sector. His earlier investment market experience as an equity research analyst with the US investment bank, Robertson Stephens, included involvement in a number of initial public offerings across Europe. Prior to 2014 Richard was Group Finance Director and Chief Operating Officer.

Mike Birkett, 44

Finance Director

Mike joined The Share Centre in February 2014 and has responsibility for the finance, settlement and other account administration functions, in addition to Human Resources. Mike is a Chartered Accountant and a Chartered Fellow of the CISI. Previous to this, Mike was Finance Director at Thomas Cook Online, the e-commerce centre of excellence within Thomas Cook Group Plc. Prior to that he worked for eight years with Belfair Group plc, initially as Head of Financial Planning and Analysis and then as Finance Director of Belfair Group plc's financial trading exchange, LMAX.

Richard Tolkien, 61

Non-Executive Director

Richard started his career with five years at HM Treasury, and then went on to spend 24 years as an investment banker with advisory and management experience gained in senior corporate finance and executive roles with Morgan Grenfell, HSBC and Macquarie Bank. He is retained as an independent expert witness on banking and corporate finance in litigation and arbitration and is the Chairman of the trustees of Stoke Mandeville Spinal Research. Richard serves on all the Board Committees and is Chairman of the Audit and Risk Committee. In view of his extensive experience, clarity of mind and questioning attitude, Richard is classed as the Senior Independent Non-Executive Director.

EXPERIENCED MANAGEMENT

Francesca Ecsery, 53

Non-Executive Director

Francesca has a background in consumer-led organisations, with particular expertise in online sales, marketing and service delivery. Francesca was most recently the Global Business Development Director at Cheapflights Media, and prior to that Managing Director, International, at STA Travel Group, the world's largest student travel company. Francesca also uses this expertise to play a leading role as Publications Officer within the Women in Advertising and Communications London (WACL) organisation – a not-for-profit group of influential women working in marketing and communications. She is also a Non-Executive Director of Good Energy Group plc, Foreign and Colonial Investment Trust and Marshall motor Holdings plc, as well as a partner of Advantage Portugal LLP. Francesca serves on all Board Committees.

Gareth Thomas, 59

Non-Executive Director

Gareth has a background in retailing and customer service. He was an executive director on the Board of John Lewis plc for ten years until his retirement as Retail Director in 2010, having begun his career 30 years previously as a graduate. At John Lewis, he established a track record for delivering strong growth and financial results, and was a passionate believer in the importance of the employee and customer experience, and of brand reputation. Gareth is currently a Trustee on the main Board of TATE and is Chairman of the Board of Tate Enterprises Ltd., as well as being a Trustee of the American Museum in Britain. He is also an Independent Director on the Board of Shoppers Stop, India's largest department store retailer and a Non-Executive Director of Countrywide Farmers plc. Gareth serves on all Board Committees and is Chairman of the Remuneration & Nominations Committee.

John Sargeant, 46

IT Director – The Share Centre Limited

John joined The Share Centre in November 2014 and has responsibility for all of the Group's systems architecture, development and infrastructure. John was previously Head of IT at One Stop, the retail convenience subsidiary of Tesco plc with over 750 stores across England and Wales. Prior to his seven years with One Stop, John was Business Systems Manager with Signet Jewellers Limited, the largest speciality jewellery retailer in the US, UK and Canada, whose brands include H Samuel and Ernest Jones.

Darren Cornish, 45

Director of Customer Experience – The Share Centre Limited

Darren joined The Share Centre in January 2015 and has responsibility for the customer experience, from customer acquisition through to customer engagement and service delivery. Darren was previously UK Head of Residential Operations and In-House Sales at E.ON, responsible for servicing the Company's 5.2 million UK customers. Before joining E.ON, Darren worked for Aviva plc, the multinational insurer, for 16 years, ultimately assuming the position of Director of Customer Experience.

HISTORY OF SHARE PLC GROUP

- 1990 Gavin Oldham left Barclays to establish The Share Centre
- 1991 The Share Centre started trading
- 1999 Acquisition: Bradford & Bingley Corporate PEPs
- 2000 Free Share Offer & SIP/EMI program
- 2002 Acquisition: Stock Academy and launch of EIS administration service
- 2008 AIM flotation of Share plc
- 2010 Acquisition: Wills & Co. customer base
- 2012 Acquisition: JPJShare.com customer base
- 2014 Management succession
- 2015 Contract: Barclays Stockbrokers (Certificate Dealing)
- 2015 Acquisition: Henderson Investment Trust ISAs
- 2016 Acquisition: Barclays Stockbrokers (Investment Clubs, Corporates & Charities)
- 2016 Announced that we have signed Heads of Terms for the provision of dealing services to a major financial services business
- 2016 Announced that we are in advanced discussions and initial development work for a leading wealth management business
- 2016 Acquisition: EPML ISAs